

INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)



STATE OF WISCONSIN
EDUCATIONAL APPROVAL PROGRAM
P.O. Box 8366
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The Educational Approval Program (EAP) is a postsecondary education agency that employs a regulatory model focused not only on compliance, but also institutional effectiveness. To facilitate an environment in which schools seek to be effective organizations that improve over time, the EAP requires schools to submit evidence that appropriate planning has been conducted. Although similar to a strategic or business plan, this information will enable the EAP and school officials to engage in a dialogue over time about the effectiveness and future of the school.

Schools that already have some type of strategic or business plan (e.g., schools that have either a corporate or accreditation plan) must adapt these documents to the following requirements and focus on Wisconsin operations and students. The EAP does not expect any school to divulge any sensitive, proprietary business information. The information must address the five elements identified below and provide the information requested.

I. SCHOOL INFORMATION

Name of School:

These Hands School of Massage

II. PLANNING ELEMENTS

A. MISSION. Describe your school's mission and vision, which identifies its purpose and its core values.

These Hands School of Massage (formerly Health Touch School of Massage LLC)

VISION: Prepare individuals for 21st century health care careers.

MISSION STATEMENT: These Hands School of Massage, LLC provides a quality, entry level massage therapy training program, developing skill sets therapists required for entering the profession of massage therapy.

EDUCATIONAL PHILOSOPHY: Staff of These Hands School of Massage Therapy are focused on your applied and academic success in the class and therapy rooms, and within the greater community as a future healthcare therapist.

EDUCATIONAL FOCUS: These Hands School of Massage is focused on providing students development of strong entry level skills in classic massage techniques, assessment, ethics, client safety and compassion. Students will also be exposed to various massage therapy modalities to broaden students professional horizons. Program coursework includes 650 hours 2 evenings per week, with some occasional weekend community participation. The goal of These Hands School of Massage is providing educational excellence combined with hands on skill development for

B. MARKET. Discuss the nature of your school and the business in which it is engaged. Describe who your existing and/or potential customers are and what motivates them to enroll in your school. Explain how you let these customers know you are in business. Finally, identify who your competitors are and how you are different from them.

These Hands School of Massage is a Massage school that uses both a massage therapy "laboratory" and classroom setting for immersive learning. Students enrolling in the certificate program are both passionate about care and compassionate about helping others while advancing current or finding new career pathways. These Hands School of Massage uses its reputation and word of mouth for student enrollment.

Local competitors: The local technical college has recently added a technical massage therapy diploma program; two private schools are also located within a 50 mile radius

C. MANAGEMENT. Describe your management team and how it functions to lead, administer and position the school. If your school has advisory boards, describe how the school uses them for program and school improvement.

Owner, Admissions Coordinator & Massage Instructor Jenifer Draeger LMT, CCHT, SC, Board Certified Master NLP, TTP, & EFT Practitioner & Repetitive Use Injury Therapist Jenifer is a 2001 graduate of The Balanced Touch Institute. She is a licensed massage therapist in the state of Wisconsin and a member of the American Massage Therapy Association. Jenifer has been practicing massage since 2000.

Corianna is These Hands School of Massage' Program Manager/Teaching Assistant. Corianna was an assistant director of childcare for 6 years, owned her own business for 5, and is a recent graduate of These Hands School of Massage.

Jodi holds a Doctor of Philosophy in Adult Education and serves These Hands Massage as the Dean of Students. She is a licensed dental hygienist & massage therapist with over thirty years of clinical & educational experience working with non-traditional, adult learners. Her specialties include anatomy, physiology, histology, pathology, periodontology, clinical practice, business, and healthcare administration. She is a member of the Association of Bodywork & Massage Professionals and is a Nationally Certified Board Practitioner. , American Dental Hygiene Association, and a Fellow of both the American Academy of Dental Hygiene and American Dental Hygienists' Association.

The three faculty/managerial staff/ administrators hold routine staff meetings for monitoring, adjusting, and supporting each individuals' academic & professional success.

D. SWOT ANALYSIS. Identify your school's strengths, weaknesses, opportunities and threats (SWOT). Based on the results of this SWOT analysis, provide the following:

- 3 to 5 goals for strengths/weaknesses and how they will be addressed by your school.
- 3 to 5 goals for opportunities/threats and how they will be addressed by your school.

The goals should have specific objectives, defined results, a timeline for completion and metrics (some type of evaluation or measurement) by which the institution can evaluate/measure their success. In developing its goals, the school may wish to refer to the Elements of Effective Institutions graphic that is included on the back page of this form.

Strengths:

1. All digital media for didactic education is state of the art, including streaming and on demand audio/video/close captioning for student learning & success. 2. These Hands School of Massage has a faculty team invested in the academic & clinical success of learners and their ability to earn a competitive wage in the local marketplace while providing healthcare services and working with an advanced network of other providers/practitioners. 3. Faculty: Invested in individualized instruction, focused feedback for applied clinical & academic (testing/licensure) success . 4. Class room and practicum intergration: curriculum has been designed/developed to seamlessly apply academic (didactic) with hands on physical laboratory & clinical practice for embedding applied skills & practice. 5. Program delivery: part time, evenings allowing for individuals to train in a new career field & graduate within 6-9 months (vs full time days or over a year full time). 6. The School has accomplished preparing students for successful completion of the MBLEX examination and has 100% passage rate since school purchase/ownership.7. New marketing exposure on "These Hands" Massage website with an entire dedicated section along with additions on the AMTA & ABMP websites (see marketing).

Weakness:

1. Major weakness continues to be school enrollment: Initial cohort (21-22) had 3 graduates; 2nd enrollment year (22-23) had 5 graduates. Graduating cohort of 23-24 was 5.

D. SWOT ANALYSIS *(continued)*

Opportunities:

1. Continued collaboration with local area professionals, Medical College of Wisconsin, various therapeutic practices in area referring potential students to our program. 2. Grow marketing & social media presence for informing/attracting new students.

Threats:

1. Local competitors: technical college has added a technical diploma program; two private schools located within a 50 mile radius

E. FUTURE VISION. Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.

Within 5 years our School will have a average population of 12 or more students in each cohort..

Work within the local community, add additional services including offering continuing education sessions for expanding income and providing additional massage therapy community/clinical licensure services as part of hands on & class room.

We will look to the future with the same goals

III. SUBMISSION

I hereby certify that the information contained on this form and any attachments to the form is true and correct to the best of my knowledge.

Signature of Authorized School Official:

Print or Type Name and Title of Authorized School Official:
Jenifer Draeger/Jodi Olmsted

Date:
8/8/2024

INSTITUTIONAL SYSTEMS

